

Two 1938 V-8 Cars Now on Display Here Models' Styling Differs

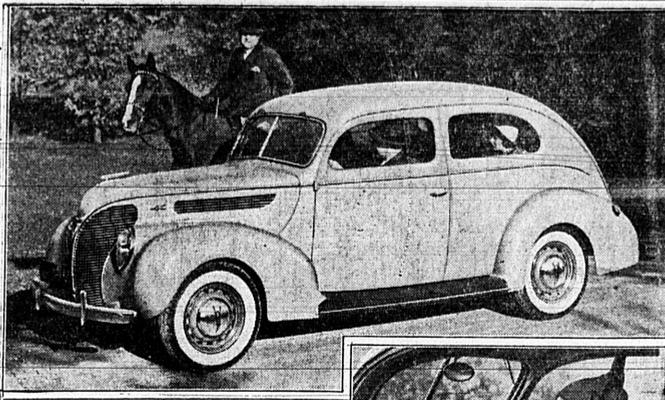
Two 1938 V-8 cylinder cars for 1938, now on display at Schultz and Peckham's showrooms, 1514 Cabrillo avenue, are offered as two distinct lines, differing in appearance and price. Both are in the lowest price field.

One is a newly-styled standard Ford line, in coupe, Tudor and Fordor body types, powered either with the 35 or the 60 horsepower V-8 engine. The other is a newly-designed de-luxe line for owners who desire additional style and appointments. Powered only with the 35 horsepower V-8 engine, the line includes eight body types, the coupe, Tudor and Fordor sedans, as well as the club coupe, convertible cabriolet, club convertible cabriolet, convertible sedan and the phaeton.

The two faces of cars have the same improved V-8 chassis, but their styling is distinctly different. The de-luxe cars are larger in appearance. The hood has been lengthened. Its nearly vertical front is carried in a "V" well down into the radiator grille, with the familiar V-8 emblem at the tip of the "V". Horizontal lines of the grille bars and the boures are echoed in a bright rustless steel band which is carried along the belt to the rear.

Fenders Are Massive
The new standard line cars also present a larger appearance, with a newly-designed front end, grille, hood and fenders. The front end is formed in a "V", with the horizontal grille bars extending unbroken along the hoodside to form the fenders.

Fenders in both cars are massive, formed lower to provide more complete coverage of the running gear and extending



TWO distinct lines of Ford V-8 cars are now being displayed in dealer showrooms. One is a newly-styled standard Ford line in three body types, the other a de-luxe Ford line in eight body types. The de-luxe Tudor sedan is pictured above. The de-luxe sedan has larger in appearance, with longer hood and sweeping lines. The de-luxe cars are powered with the 35 horsepower V-8 engine, the standard cars with either the 35 or the 60 horsepower engines. Newly-styled interiors are pictured at right. New instrument panel has instrument group in front of driver, grille for radio speaker installation in center, flanked by engine controls and cigar lighter, and glove compartment at right. In the de-luxe cars, the compartment locks, and a clock is recessed in the compartment door.



A headlight beam control is fitted on the toe-board, a tell-tale light on instrument panel indicates whether the headlight beams are raised or depressed.

farther back. Headlamps are again recessed in front fender aprons, new type tail lamps in the tips of the rear fenders. Interiors of the two cars are in keeping with the exteriors. The de-luxe sedan interiors are larger. A new instrument panel adds measurably to the beauty of the front compartment. The panel of the de-luxe line cars is in walnut grain finish, that of the standard line cars in mahogany finish.

Adjustable Driver's Seats
Steering wheels of the de-luxe cars are of flexible multiple steel spoke type, with hubs of rich brown bakelized material and rims of lighter contrasting

color. Standard car steering wheels are of three-spoke type, finished in beige. The upper spokes are widely spaced to give the driver unobstructed view of the instrument dials. Both front and rear seats are wide enough for three persons. Seat cushions and backs are finished in piping and pillow treatment. In the de-luxe cars the finish is set off with rows of ornamental buttons. Ash trays are recessed in rear seat arm rests of the de-luxe closed sedans. The driver seats of all cars except the phaeton are adjustable and the amount of adjustment has been increased.

Kiwanis Leaders Attend Meetings

President Robert Deininger and President-Elect Earl Conner of the Torrance Kiwanis club attended the installation ceremonies in Los Angeles Friday night honoring J. Clark Sellers, Los Angeles handwriting expert, as new lieutenant-governor for this division's Kiwanis clubs. Sunday Conner and Secretary Edward Brunner participated in the Kiwanis leadership training conference at the Hayward hotel in Los Angeles.

Read The Herald Weekly

Nine Patients Enter Hospital

Nine new patients were received at Torrance Memorial hospital during the past week for surgical or medical treatment. They were: Raymond, 16-year-old son of Mr. and Mrs. N. A. Collins, 2016 Andros, last Thursday for medical attention; Mrs. Amelia Arce, of Redondo, mother of Mrs. J. E. Miller of this city, who returned to the hospital Monday for surgery. She was a patient there last July.

Jane Martha Dye, 19, daughter of Mr. and Mrs. L. B. Dye of Palos Verdes, entered Tuesday for medical treatment. William Emerson, Wilmington, longshoreman, was received last Thursday for surgery, and Mrs. Frances Etter, wife of E. L. Etter, secretary of the Redondo Chamber of Commerce, entered Sunday for surgery.

Mrs. Rena L. Miller, 2018 Cabrillo, was received Monday for medical attention. Ed Riley, Redondo, entered Friday for medical treatment. Mrs. Lucy Shannon, Wilmington, underwent an operation Sunday, and Mrs. May Stephenson, 1424 Beech street, wife of L. F. Stephenson of the Moneta Water company, was received Sunday for surgery.

Police Courtesy Wins Benevolent Fund Gift

FORT WORTH, Tex. (U.P.)—The kindness of a Fort Worth policeman to a visiting oil man enriched the Police Benevolent association \$200 recently. The visitor made the acquaintance of Patrolman Loy Bates.

Bates took the stranger to the station introduced him to the city officials, and made such a pleasant impression that Dehmer left a \$200 check for the police fund.

Christmas Giving For Year 'Round Living It's Electrolux 'Of Course!'

• Of all Christmas Gifts there is one that speaks a gift from the heart . . . that is a gift to the home of a gleaming white, money-saving ELECTROLUX. It will give pleasure and economy for years to come and actually PAYS FOR ITSELF IN FOOD AND OPERATING COSTS! ONLY \$5 DOWN DELIVERS ONE TO YOUR HOME AND BALANCE CAN BE PAID IN EXTREMELY SMALL MONTHLY PAYMENTS.

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What a value these dolls are! Genuine Shirley Temple. Only a very few on hand. Hurry! You can't buy these for twice the price!

\$2.98

TOYS AT 1/2 OFF

MANY WORTHWHILE TOYS TO GO AT 1/2 PRICE! TOY TRUCKS, GAMES, CHILD'S LAUNDRY SETS, ETC. NOW IS THE TIME TO BUY AND DOLLEY'S IS THE PLACE TO BUY IT!!!

FOUNTAIN PEN and PENCIL SET

Parkette and Parker Pen and Pencil Sets from \$1.95 to \$11.00!

CHRISTMAS CANDIES

Complete line of Whitman's, Johnson's and Beaudry's Boxed Chocolates, all in handsome Holiday Packages. Priced right!

GIFT TOBACCO'S

The Perfect Gift for the Man who Smokes! . . . Pound Cans of Tobacco!

HALF & HALF	69c
PRINCE ALBERT	74c
VELVET	74c
GRANGER	70c
EDGEWORTH MODEL	\$1.09
SIR WALTER RALEIGH	89c

CIGARETTES

Chesterfields, Lucky Strikes and Camels, All In Christmas Wrap \$1.25 per Carton

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Never before have we had a book value like this! Famous "Seal" Books! 14 titles to choose from. Many best sellers. Ideal Gifts! Make selections early!

25¢ TO 75¢

CHRISTMAS CARDS

Close Out!

Here is a special just in time for Christmas Greetings! Lovely California Christmas cards that regularly sell for 5c each, cut to this ridiculously low price of only 1c each. Complete with quality envelope.

1c

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CHRISTMAS TREASURE HUNT STORE

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Dolley's excel in large selections of ladies' cosmetics, perfumes and toilet sets.

COTY'S PERFUMES \$1 \$2 \$5
CASHMERE BOUQUET TOILET SETS 49c and 89c
FOR MEN . . .
Colgate's, Williams, and Listerine Shaving Sets at cut rate prices!!

The NATIONAL has Many Gifts to Choose From ---AND THEY'RE ALL EASY TO BUY!

\$1 Down BUYS ANY OF 50¢ per Week Pays Off Balance

The Gifts Shown Here

- TWO NEW IRONS (Left) Sunbeam Dual Automatic—Weight: 3 1/2 lbs. Dual automatic heat control, regulator. (Right) Hotpoint Moderate—Weight: 6 lbs. Super-fast Calrod heating element. Accurate new thermostat. Price of Either Model \$8.95
- WAFFLE IRONS The National has many models. All have bake indicator, some fully automatic. \$4.50 to \$12.50
- Shown here is the Sunbeam Mixmaster. Ten full power beater speeds. Price, complete with two mixing bowls, fruit juicer and mayonnaise dripper. \$24.50 Others mixers at \$12.95 and \$17.95
- SCHICK ELECTRIC SHAVERS \$15.00 Buy your Electric Shaver at the National, 8 famous makes to choose from. \$10 to \$17.50
- FOR GOODNESS SAKE let your morning coffee be brewed in a Genuine SILEX. The SILEX Jr., as illustrated, has quick heating electric stove, genuine Pyrex glass, Eight Cup size. \$4.95 SILEX alone \$2.95
- AUTOMATIC TOASTMASTER \$16 Others from \$2.25 to \$11.95
- METLOX POTTERY "Poppy Trail" SPECIAL CHRISTMAS SALE 38-Piece set "Poppy Trail" Pottery, Regular \$15.05 . . . \$9.95 20-Piece set "Poppy Trail" Pottery, Regular \$7 . . . \$4.95 26-Piece Set Colored Handle Cutlery . . . Stainless Steel Knives and Forks, Chrome Plated Spoons Special \$5.95
- SANDWICH & WAFFLE IRON COMBINATION \$7.95 \$8.95 \$12.95

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